

## ORDER



**Orders**  
**Order / Rev:** 706192  
**Alt Order #:** 06276072  
**Product Desc:** ROMNEY FOR PRESIDENT  
**Estimate:** 28  
**Flight Dates:** 08/15/12 - 08/21/12  
**Original Date / Rev:** 09/20/12 / 09/20/12  
**Order Type:** Political

## WKYC

**Primary AE:** Joe Knauer  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency Name:** American Rambler Productions/ POL  
**Buying Contact:**  
**Billing Contact:**  
 138 Conant Street  
 Beverly, MA 01915

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Romney/ R / President  
**Demographic:** A35+  
**Product Codes:** PL-Presidential  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount  |
|------------|----------|---------|--------------|-------------|
| 07/30/12   | 08/21/12 | 88      | \$107,675.00 | \$91,523.75 |

## Totals

| Month         | # Spots   | Gross Amount        | Net Amount         | Rating      |
|---------------|-----------|---------------------|--------------------|-------------|
| August 2012   | 88        | \$107,675.00        | \$91,523.75        | 0.00        |
| <b>Totals</b> | <b>88</b> | <b>\$107,675.00</b> | <b>\$91,523.75</b> | <b>0.00</b> |

## Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Joe Knauer        |              |              | Start Of Order - End Of Order | 100%    |

| Ln | Ch    | Start             | End             | Inventory Code                         | Break | Start/End Time    | Days    | Len | Spots       | Rate       | Pri | Rtg           | Type | Spots | Amount     |
|----|-------|-------------------|-----------------|----------------------------------------|-------|-------------------|---------|-----|-------------|------------|-----|---------------|------|-------|------------|
| 1  | WKYC  | 08/20/12          | 08/21/12        | M-F 6-7a<br>Channel 3 News Today @ 6AM | CM    | 6a-7a             | MT----- | :30 | 2           | \$1,000.00 | P-2 | 0.00          | NM   | 2     | \$2,000.00 |
|    |       | 1X PER DAY        |                 |                                        |       |                   |         |     |             |            |     |               |      |       |            |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
|    | Week: | 08/20/12          | 08/26/12        | MT-----                                |       | 2                 |         |     | \$1,000.00  |            |     | 0.00          |      |       |            |
| 2  | WKYC  | 08/15/12          | 08/17/12        | M-F 6-7a<br>Channel 3 News Today @ 6AM | CM    | 6a-7a             | --WTF-- | :30 | 3           | \$1,000.00 | P-2 | 0.00          | NM   | 3     | \$3,000.00 |
|    |       | 1X PER DAY        |                 |                                        |       |                   |         |     |             |            |     |               |      |       |            |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
|    | Week: | 08/13/12          | 08/19/12        | --WTF--                                |       | 3                 |         |     | \$1,000.00  |            |     | 0.00          |      |       |            |
| 3  | WKYC  | 08/15/12          | 08/17/12        | M-F 7-9a Today<br>Today Show           | CM    | 7a-9a             | --WTF-- | :30 | 6           | \$1,000.00 | P-2 | 0.00          | NM   | 6     | \$6,000.00 |
|    |       | 2X PER DAY        |                 |                                        |       |                   |         |     |             |            |     |               |      |       |            |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
|    | Week: | 08/13/12          | 08/19/12        | --WTF--                                |       | 6                 |         |     | \$1,000.00  |            |     | 0.00          |      |       |            |
| 4  | WKYC  | 08/20/12          | 08/21/12        | M-F 7-9a Today<br>Today Show           | CM    | 7a-9a             | MT----- | :30 | 4           | \$1,000.00 | P-2 | 0.00          | NM   | 4     | \$4,000.00 |
|    |       | 2X PER DAY        |                 |                                        |       |                   |         |     |             |            |     |               |      |       |            |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
|    | Week: | 08/20/12          | 08/26/12        | MT-----                                |       | 4                 |         |     | \$1,000.00  |            |     | 0.00          |      |       |            |
| 5  | WKYC  | 08/15/12          | 08/17/12        | M-F 9-10a Today II<br>Today Show II    | CM    | 9a-10a            | --WTF-- | :30 | 3           | \$400.00   | P-2 | 0.00          | NM   | 3     | \$1,200.00 |
|    |       | 1X PER DAY        |                 |                                        |       |                   |         |     |             |            |     |               |      |       |            |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |            |     | <u>Rating</u> |      |       |            |
|    | Week: | 08/13/12          | 08/19/12        | --WTF--                                |       | 3                 |         |     | \$400.00    |            |     | 0.00          |      |       |            |

Order / Rev: 706192  
 Alt Order #: 06276072  
 Flight Dates: 08/15/12 - 08/21/12

Advertiser: Romney/ R / President  
 Product Desc: ROMNEY FOR PRESIDENT  
 Estimate: 28

WKYC

| Ln         | Ch   | Start             | End             | Inventory Code                         | Break             | Start/End Time | Days        | Len | Spots         | Rate       | Pri | Rtg  | Type | Spots | Amount      |
|------------|------|-------------------|-----------------|----------------------------------------|-------------------|----------------|-------------|-----|---------------|------------|-----|------|------|-------|-------------|
| 6          | WKYC | 08/20/12          | 08/21/12        | M-F 9-10a Today II<br>Today Show II    | CM                | 9a-10a         | MT-----     | :30 | 2             | \$400.00   | P-2 | 0.00 | NM   | 2     | \$800.00    |
| 1X PER DAY |      |                   |                 |                                        |                   |                |             |     |               |            |     |      |      |       |             |
|            |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |       |             |
| Week:      |      | 08/20/12          | 08/26/12        | MT-----                                | 2                 |                | \$400.00    |     | 0.00          |            |     |      |      |       |             |
| 7          | WKYC | 08/20/12          | 08/21/12        | M-F 10-11a<br>M-F 10-11a               | CM                | 10a-11a        | MT-----     | :30 | 2             | \$225.00   | P-2 | 0.00 | NM   | 2     | \$450.00    |
| 1X PER DAY |      |                   |                 |                                        |                   |                |             |     |               |            |     |      |      |       |             |
|            |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |       |             |
| Week:      |      | 08/20/12          | 08/26/12        | MT-----                                | 2                 |                | \$225.00    |     | 0.00          |            |     |      |      |       |             |
| 8          | WKYC | 08/15/12          | 08/17/12        | M-F 10-11a<br>M-F 10-11a               | CM                | 10a-11a        | --WTF--     | :30 | 3             | \$225.00   | P-2 | 0.00 | NM   | 3     | \$675.00    |
| 1X PER DAY |      |                   |                 |                                        |                   |                |             |     |               |            |     |      |      |       |             |
|            |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |       |             |
| Week:      |      | 08/13/12          | 08/19/12        | --WTF--                                | 3                 |                | \$225.00    |     | 0.00          |            |     |      |      |       |             |
| 9          | WKYC | 08/15/12          | 08/17/12        | M-F 11a-1230p<br>11a-1230p             | CM                | 11a-1230p      | --WTF--     | :30 | 3             | \$250.00   | P-2 | 0.00 | NM   | 3     | \$750.00    |
| 1X PER DAY |      |                   |                 |                                        |                   |                |             |     |               |            |     |      |      |       |             |
|            |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |       |             |
| Week:      |      | 08/13/12          | 08/19/12        | --WTF--                                | 3                 |                | \$250.00    |     | 0.00          |            |     |      |      |       |             |
| 10         | WKYC | 08/20/12          | 08/21/12        | M-F 11a-1230p<br>11a-1230p             | CM                | 11a-1230p      | MT-----     | :30 | 2             | \$250.00   | P-2 | 0.00 | NM   | 2     | \$500.00    |
| 1X PER DAY |      |                   |                 |                                        |                   |                |             |     |               |            |     |      |      |       |             |
|            |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |       |             |
| Week:      |      | 08/20/12          | 08/26/12        | MT-----                                | 2                 |                | \$250.00    |     | 0.00          |            |     |      |      |       |             |
| 11         | WKYC | 08/15/12          | 08/17/12        | Days of Our Lives<br>Days of Our Lives | CM                | 1p-2p          | --WTF--     | :30 | 3             | \$500.00   | P-2 | 0.00 | NM   | 3     | \$1,500.00  |
| 1X PER DAY |      |                   |                 |                                        |                   |                |             |     |               |            |     |      |      |       |             |
|            |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |       |             |
| Week:      |      | 08/13/12          | 08/19/12        | --WTF--                                | 3                 |                | \$500.00    |     | 0.00          |            |     |      |      |       |             |
| 12         | WKYC | 08/20/12          | 08/21/12        | Days of Our Lives<br>Days of Our Lives | CM                | 1p-2p          | MT-----     | :30 | 2             | \$500.00   | P-2 | 0.00 | NM   | 2     | \$1,000.00  |
| 1X PER DAY |      |                   |                 |                                        |                   |                |             |     |               |            |     |      |      |       |             |
|            |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |       |             |
| Week:      |      | 08/20/12          | 08/26/12        | MT-----                                | 2                 |                | \$500.00    |     | 0.00          |            |     |      |      |       |             |
| 13         | WKYC | 08/20/12          | 08/21/12        | M-F 4-5p<br>Ellen Degeneres            | CM                | 4p-5p          | MT-----     | :30 | 2             | \$500.00   | P-2 | 0.00 | NM   | 2     | \$1,000.00  |
| 1X PER DAY |      |                   |                 |                                        |                   |                |             |     |               |            |     |      |      |       |             |
|            |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |       |             |
| Week:      |      | 08/20/12          | 08/26/12        | MT-----                                | 2                 |                | \$500.00    |     | 0.00          |            |     |      |      |       |             |
| 14         | WKYC | 08/15/12          | 08/17/12        | M-F 4-5p<br>Ellen Degeneres            | CM                | 4p-5p          | --WTF--     | :30 | 3             | \$500.00   | P-2 | 0.00 | NM   | 3     | \$1,500.00  |
| 1X PER DAY |      |                   |                 |                                        |                   |                |             |     |               |            |     |      |      |       |             |
|            |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |       |             |
| Week:      |      | 08/13/12          | 08/19/12        | --WTF--                                | 3                 |                | \$500.00    |     | 0.00          |            |     |      |      |       |             |
| 15         | WKYC | 08/15/12          | 08/17/12        | M-F 6-630p<br>Channel 3 News at 6p     | CM                | 6p-630p        | --WTF--     | :30 | 6             | \$2,000.00 | P-2 | 0.00 | NM   | 6     | \$12,000.00 |
| 2X PER DAY |      |                   |                 |                                        |                   |                |             |     |               |            |     |      |      |       |             |
|            |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |       |             |
| Week:      |      | 08/13/12          | 08/19/12        | --WTF--                                | 6                 |                | \$2,000.00  |     | 0.00          |            |     |      |      |       |             |
| 16         | WKYC | 08/20/12          | 08/21/12        | M-F 6-630p<br>Channel 3 News at 6p     | CM                | 6p-630p        | MT-----     | :30 | 4             | \$2,000.00 | P-2 | 0.00 | NM   | 4     | \$8,000.00  |
| 2X PER DAY |      |                   |                 |                                        |                   |                |             |     |               |            |     |      |      |       |             |
|            |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |       |             |
| Week:      |      | 08/20/12          | 08/26/12        | MT-----                                | 4                 |                | \$2,000.00  |     | 0.00          |            |     |      |      |       |             |
| 17         | WKYC | 08/20/12          | 08/21/12        | M-F 7-730p<br>Channel 3 News at 7P     | CM                | 7-730p         | MT-----     | :30 | 4             | \$1,400.00 | P-2 | 0.00 | NM   | 4     | \$5,600.00  |
| 2X PER DAY |      |                   |                 |                                        |                   |                |             |     |               |            |     |      |      |       |             |
|            |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                        | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |       |             |
| Week:      |      | 08/20/12          | 08/26/12        | MT-----                                | 4                 |                | \$1,400.00  |     | 0.00          |            |     |      |      |       |             |
| 18         | WKYC | 08/15/12          | 08/17/12        |                                        | CM                | 7-730p         | --WTF--     | :30 | 6             | \$1,400.00 | P-2 | 0.00 | NM   | 6     | \$8,400.00  |

Order / Rev: 706192  
 Alt Order #: 06276072  
 Flight Dates: 08/15/12 - 08/21/12

Advertiser: Romney/ R / President  
 Product Desc: ROMNEY FOR PRESIDENT  
 Estimate: 28  
**WKYC**

| Ln                                 | Ch   | Start             | End             | Inventory Code                            | Break             | Start/End Time | Days        | Len | Spots         | Rate       | Pri | Rtg  | Type | Spots | Amount      |
|------------------------------------|------|-------------------|-----------------|-------------------------------------------|-------------------|----------------|-------------|-----|---------------|------------|-----|------|------|-------|-------------|
| M-F 7-730p<br>Channel 3 News at 7P |      |                   |                 |                                           |                   |                |             |     |               |            |     |      |      |       |             |
| 2X PER DAY                         |      |                   |                 |                                           |                   |                |             |     |               |            |     |      |      |       |             |
|                                    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                           | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |       |             |
| Week: 08/13/12                     |      | 08/13/12          | 08/19/12        | --WTF--                                   | 6                 |                | \$1,400.00  |     | 0.00          |            |     |      |      |       |             |
| 19                                 | WKYC | 08/15/12          | 08/17/12        | M-F 11-1135p<br>Channel 3 News at 11p M-F | CM                | 11-1135p       | --WTF--     | :30 | 6             | \$2,800.00 | P-2 | 0.00 | NM   | 6     | \$16,800.00 |
| 2X PER DAY                         |      |                   |                 |                                           |                   |                |             |     |               |            |     |      |      |       |             |
|                                    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                           | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |       |             |
| Week: 08/13/12                     |      | 08/13/12          | 08/19/12        | --WTF--                                   | 6                 |                | \$2,800.00  |     | 0.00          |            |     |      |      |       |             |
| 20                                 | WKYC | 08/20/12          | 08/21/12        | M-F 11-1135p<br>Channel 3 News at 11p M-F | CM                | 11-1135p       | MT-----     | :30 | 4             | \$2,800.00 | P-2 | 0.00 | NM   | 4     | \$11,200.00 |
| 2X PER DAY                         |      |                   |                 |                                           |                   |                |             |     |               |            |     |      |      |       |             |
|                                    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                           | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |       |             |
| Week: 08/20/12                     |      | 08/20/12          | 08/26/12        | MT-----                                   | 4                 |                | \$2,800.00  |     | 0.00          |            |     |      |      |       |             |
| 21                                 | WKYC | 08/15/12          | 08/17/12        | Tonight Show<br>Tonight Show              | CM                | 1135p-1237a    | --WTF--     | :30 | 3             | \$850.00   | P-2 | 0.00 | NM   | 3     | \$2,550.00  |
| 1X PER DAY                         |      |                   |                 |                                           |                   |                |             |     |               |            |     |      |      |       |             |
|                                    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                           | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |       |             |
| Week: 08/13/12                     |      | 08/13/12          | 08/19/12        | --WTF--                                   | 3                 |                | \$850.00    |     | 0.00          |            |     |      |      |       |             |
| 22                                 | WKYC | 08/20/12          | 08/21/12        | Tonight Show<br>Tonight Show              | CM                | 1135p-1237a    | MT-----     | :30 | 2             | \$850.00   | P-2 | 0.00 | NM   | 2     | \$1,700.00  |
| 1X PER DAY                         |      |                   |                 |                                           |                   |                |             |     |               |            |     |      |      |       |             |
|                                    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                           | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |       |             |
| Week: 08/20/12                     |      | 08/20/12          | 08/26/12        | MT-----                                   | 2                 |                | \$850.00    |     | 0.00          |            |     |      |      |       |             |
| 23                                 | WKYC | 08/15/12          | 08/17/12        | M-F 5-6a<br>Channel 3 News @ 5AM          | CM                | 5a-6a          | --WTF--     | :30 | 3             | \$650.00   | P-2 | 0.00 | NM   | 3     | \$1,950.00  |
| 1X PER DAY                         |      |                   |                 |                                           |                   |                |             |     |               |            |     |      |      |       |             |
|                                    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                           | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |       |             |
| Week: 08/13/12                     |      | 08/13/12          | 08/19/12        | --WTF--                                   | 3                 |                | \$650.00    |     | 0.00          |            |     |      |      |       |             |
| 24                                 | WKYC | 08/20/12          | 08/21/12        | M-F 5-6a<br>Channel 3 News @ 5AM          | CM                | 5a-6a          | MT-----     | :30 | 2             | \$650.00   | P-2 | 0.00 | NM   | 2     | \$1,300.00  |
| 1X PER DAY                         |      |                   |                 |                                           |                   |                |             |     |               |            |     |      |      |       |             |
|                                    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                           | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |       |             |
| Week: 08/20/12                     |      | 08/20/12          | 08/26/12        | MT-----                                   | 2                 |                | \$650.00    |     | 0.00          |            |     |      |      |       |             |
| 25                                 | WKYC | 08/18/12          | 08/18/12        | SAT TDY<br>NBC Today Show (Sa)            | CM                | 7a-9a          | -----S-     | :30 | 1             | \$900.00   | P-2 | 0.00 | NM   | 1     | \$900.00    |
|                                    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                           | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |       |             |
| Week: 08/13/12                     |      | 08/13/12          | 08/19/12        | -----S-                                   | 1                 |                | \$900.00    |     | 0.00          |            |     |      |      |       |             |
| 26                                 | WKYC | 08/18/12          | 08/18/12        | Sat 9-1030a<br>Channel 3 News 9am Sat     | CM                | 9a-1030a       | -----S-     | :30 | 1             | \$850.00   | P-2 | 0.00 | NM   | 1     | \$850.00    |
|                                    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                           | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |       |             |
| Week: 08/13/12                     |      | 08/13/12          | 08/19/12        | -----S-                                   | 1                 |                | \$850.00    |     | 0.00          |            |     |      |      |       |             |
| 27                                 | WKYC | 08/18/12          | 08/18/12        | Sat 11-1135p<br>LN SAT                    | CM                | 11-1130p       | -----S-     | :30 | 1             | \$2,800.00 | P-2 | 0.00 | NM   | 1     | \$2,800.00  |
|                                    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                           | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |       |             |
| Week: 08/13/12                     |      | 08/13/12          | 08/19/12        | -----S-                                   | 1                 |                | \$2,800.00  |     | 0.00          |            |     |      |      |       |             |
| 28                                 | WKYC | 08/19/12          | 08/19/12        | SUN TDY<br>NBC Today Show (Su)            | CM                | 8a-9a          | -----S      | :30 | 1             | \$850.00   | P-2 | 0.00 | NM   | 1     | \$850.00    |
|                                    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                           | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |       |             |
| Week: 08/13/12                     |      | 08/13/12          | 08/19/12        | -----S                                    | 1                 |                | \$850.00    |     | 0.00          |            |     |      |      |       |             |
| 29                                 | WKYC | 08/19/12          | 08/19/12        | Sun 6-630p<br>Channel 3 News at 6p SUN    | CM                | 6-630p         | -----S      | :30 | 1             | \$2,000.00 | P-2 | 0.00 | NM   | 1     | \$2,000.00  |
|                                    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                           | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |       |             |
| Week: 08/13/12                     |      | 08/13/12          | 08/19/12        | -----S                                    | 1                 |                | \$2,000.00  |     | 0.00          |            |     |      |      |       |             |
| 30                                 | WKYC | 08/19/12          | 08/19/12        | Sun 6-630p<br>Channel 3 News at 6p SUN    | CM                | 6-630p         | -----S      | :30 | 2             | \$1,800.00 | P-2 | 0.00 | NM   | 2     | \$3,600.00  |
|                                    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                           | <u>Spots/Week</u> |                | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |       |             |
| Week: 08/13/12                     |      | 08/13/12          | 08/19/12        | -----S                                    | 2                 |                | \$1,800.00  |     | 0.00          |            |     |      |      |       |             |
| 31                                 | WKYC | 08/19/12          | 08/19/12        |                                           | CM                | 11-1135p       | -----S      | :30 | 1             | \$2,800.00 | P-2 | 0.00 | NM   | 1     | \$2,800.00  |

**WKYC**

| Ln | Ch | Start             | End             | Inventory Code  | Break | Start/End Time    | Days | Len | Spots | Rate        | Pri | Rtg           | Type   | Spots | Amount       |
|----|----|-------------------|-----------------|-----------------|-------|-------------------|------|-----|-------|-------------|-----|---------------|--------|-------|--------------|
|    |    |                   |                 | Sun 11-1135p    |       |                   |      |     |       |             |     |               |        |       |              |
|    |    |                   |                 | LN SUN          |       |                   |      |     |       |             |     |               |        |       |              |
|    |    | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> |       | <u>Spots/Week</u> |      |     |       | <u>Rate</u> |     | <u>Rating</u> |        |       |              |
|    |    | Week: 08/13/12    | 08/19/12        | -----S          |       | 1                 |      |     |       | \$2,800.00  |     | 0.00          |        |       |              |
|    |    |                   |                 |                 |       |                   |      |     |       |             |     |               | Totals | 88    | \$107,675.00 |